



Marketing, Comms & Social Media

Be at the forefront of sustainability for the built environment!

We are looking for an exceptional communicator/ marketer specialising in sustainable zero carbon buildings to join our team! The role includes developing & delivering key messages across a variety of mediums to push the Standard into the mainstream; promoting the latest exemplary projects; organising enticing events, and growing membership.

Role Title: Marketing & PR Co-ordinator

Reports to: CEO

Based at: Remote working for the foreseeable future. (Office location Passivhaus Trust, 5 Baldwin Terrace, London N1 7RU.)

About us

We are in a climate emergency and, in the UK, buildings are a key culprit – accountable for almost 40% of the country's total carbon emissions. Passivhaus is the leading international standard for reducing energy use from buildings, as well as providing high standards of comfort and building health. The Passivhaus Trust (PHT) is an industry leading organisation that promotes the adoption of Passivhaus in the UK.

The PHT is part of the global Passivhaus movement and is the UK affiliate of the Passivhaus Institut and the International Passive House Association (iPHA). PHT is a growing organisation with a very active annual programme, and awareness of climate action has seen a huge increase in interest in Passivhaus.

The role includes

Marketing

- Organise & assist delivery of a varied events programme including trade shows, conferences, and digital delivery.
- Support maintenance of the PHT websites: <http://www.passivhaustrust.org.uk/>, and www.ukphc.org.uk.
- Assist with implementing a new online Passivhaus learning hub & converting existing training materials.
- Maintain & update the [UK Passivhaus project database](#) & research new projects.
- Maintain the PHT contacts database.
- Assist with communication, recruitment, and management of PHT members.
- Handle client enquiries – email/phone/'virtual' face to face.

Comms & PR

- Creating & editing unique content for external communications on several platforms ranging from website articles, press releases, editorial, and newsletters.
- Assisting the promotion of the Trust's [campaigns](#), reports, events & training.
- Support the development of the Trust's press & media connections.
- Assist with strengthening internal communications.

Social Media

- Maintain & expand the company social media platforms.
- Assist with analysis of social media activities, SEO & website analytics.

About you

We are looking for a team-player with initiative and a passion for collaboration. You will be a motivated and enthusiastic person who has an **interest in communication** with a good **understanding of zero carbon buildings**, and ideally, experience of **working in small teams**. As a minimum we require qualifications of a relevant degree with a minimum of 2 years' relevant work experience.

You may be skilled in one area of those listed above. **If you can confidently demonstrate that you excel in one area over others, you are encouraged to apply. Please include examples of your work.**

If you have strong design skills, please include a link to examples of your work or include a 2-3 images with your resume. If you have brilliant PR skills, please provide links to published articles or campaigns and clearly identify what you were responsible for. If you are experienced with business/company social media – please state handles and which posts, you have been involved with.

Essential Skills	Desirable
<ul style="list-style-type: none">• Architecture or construction industry background & knowledge in zero carbon buildings.• An understanding of Passivhaus.• Keen attention to detail.• Demonstratable experience of communications, marketing, or related activities.• Capable of prioritising work and consistently meeting deadlines.• Computer literate. Proficient in Photoshop and InDesign with strong design sensibilities.	<ul style="list-style-type: none">• Working knowledge of Passivhaus.• Experience of maintaining websites.• Creating/editing video content.• Experience of organising & delivering events.• Highly organised, with a systematic approach.• Experience of maintaining, analysing & growing professional social media profiles.• SEO experience.

Contract Details

The job is remote working for the foreseeable future, with weekly team meetings via zoom. Training & support will be provided via various team members for the first month, which will then be reviewed. The role is beginning in September 2020. Depending on experience, salary will be approx. £25,000 - £30,000 FTE. For the right candidate, the role can be negotiated to either a full time or part-time role (between 2/5 days per week), pro rata according to days worked.

**LONDON
ENERGY
TRANSFORMATION
INITIATIVE**

The role will be predominantly based with the Passivhaus Trust, however there is the opportunity to also work with the **London Energy Transformative Initiative (LETI)**, a network of built environment professionals working towards a zero-carbon built environment, for 1 day per week under the same contract. You will have one main point of contact within LETI and provide support with:

- Internal communications within the LETI taskforce and working groups
- External communications with the LETI mailing list
- Organising LETI events and coordinating LETI speakers' external events.
- Updating the LETI website
- Maintaining the LETI contact database
- Supporting social media platforms such as twitter and LinkedIn
- Overseeing the LETI admin email account and directing enquiries

How to apply

To apply, please email a CV, examples of your work, and a brief covering note or email stating why you would be suited to the role to info@passivhaustrust.org.uk by 31st August 2020. Interviews will take place in first week of September with the intention of work starting in early September 2020.

We reserve the right to interview and appoint someone before the deadline if an ideal candidate comes forward before that date.